Gathering Feedback for Your Pacific Migration

Understanding the needs of your website's users is one of the most important steps when preparing for your migration. Sending out surveys, hosting internal and external focus groups, and conducting one-on-one interviews are great ways to find out how to best design your site.

General Tips

- Get as much feedback as possible to get a better idea of overall trends.
- Collect feedback from all of your audience groups. For example, if your site has information for patients, healthcare providers, and insurance companies, try to get feedback from all three groups.
- Make the goals of your survey clear. This will help you design questions that fit your needs and will allow your participants to provide relevant feedback.
- Survey introductions should set accurate expectations about how long it will take to complete. Shorter surveys will result in higher participation, so choose questions wisely.
- Focus groups should be driven by attendees, and the host should not use this time to explain website features. For example, if users are confused because they don't recognize the program name, resolve to clarify going forward rather than explaining what they are doing wrong during the focus group.
- The individual hosting focus groups should react neutrally to avoid swaying attendees' responses.

Additional Resources

Before sending out your surveys or hosting your focus groups, check out the tips in the links below to ensure you get accurate, helpful feedback!

- http://www.usability.gov/how-to-and-tools/methods/online-surveys.html
- http://www.usability.gov/how-to-and-tools/methods/focus-groups.html

Sample Invite for Focus Groups

You are invited to attend an hour-long focus group to assist [entity name] as we undertake a complete redesign of our website/s. As a [user type (e.g. job seeker)], we would like to learn more about what information would be valuable to you on our website. You don't need to review anything prior to or after the meeting – we simply would like your thoughts about how you interact and do business with us as we work to provide quality services that enhance state government success. We hope you'll join us. Thank you.

Pacific Migration Sample Interview Questions

1. How often do you visit our website?
2. How likely are you to return to our website?
3. What topic brought you to our site?
4. What do you primarily use our website for?
5. What features influenced your decision to continue or stop using our website?
6. What about our website would most like to see improved and why?
7. What would have made your experience simpler?
8. What changes or features would you suggest for our site?
9. What do you think should be removed from our site?
10. How did you first hear about or find our website?
11. How many times a month do you use our website?
12. What information are you looking for when accessing the site?
13. How would you rate the quality of content on our site?
14. How would you rate the amount of content on our site (i.e. too much, too little)?
15. How would you rate the ease or difficulty of navigating our website?
16. How effective was the organization/structure of our site to best accommodate your needs?
17. Approximately how many clicks does it take to find the information you need?
18. What three words would you use to describe our website?
19. Did you find the information you were looking for on our site?
20. How does the site compare to similar State government websites?
21. What websites are easiest to use and why?
22. Is there something about the site navigation or structure that you found frustrating?
23. What feature or information was missing or difficult to find?
24. What stands out most about our site (positive or negative)?
25. Do you have any additional comments about our site you would like to share?

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For more tips on preparing for your migration and information about Pacific, please visit https://www.colorado.gov/goingpacific or follow us on Twitter @Coloradosipa or Facebook /Coloradosipa.